Amendments to Claims:

This listing of claims will replace all prior versions and listings of the claims in the application:

Listing of Claims:

1-15 (cancelled)

16. (previously presented) A method for displaying documents responsive to a received concept comprising:

determining one or more concepts close in meaning to the received concept;

identifying one or more documents related to the received concept or one or more concepts close in meaning to the received concept; and

transmitting for display the one or more documents based on an order, the order corresponding to the relationship between monetary values determined for each of the one or more documents identified as related to the received concept or the concepts close in meaning to the received concept.

17. (currently amended) The method of claim 16 wherein the order is <u>additionally</u> based on <u>a</u> predicted relevance of the <u>one or more documents</u> ~~document~~ to the received concept.

18. (currently amended) The method of claim 16 wherein the order is <u>additionally</u> based on <u>a</u> descending predicted relevance of the <u>one or more documents</u> ~~document~~ to the received concept.

19. (currently amended) The method of claim 16 wherein the monetary <u>values are prices associated with viewings of the one or more documents</u> ~~value is a price for viewing of the document~~.

20. (currently amended) The method of claim 16 wherein the order is <u>additionally</u> based on <u>a</u> semantic distance from the <u>one or more documents</u> ~~document~~ to the received concept in ~~the~~ semantic space.

21. (currently amended) The method of claim 16 wherein the order is <u>additionally</u> based on ~~the~~ <u>a</u> degree of closeness in meaning of the <u>one or more documents</u> ~~document~~ to the received concept.

22. (currently amended) The method of claim 16 wherein the order is <u>additionally</u> based on ~~the~~ <u>a</u> degree of closeness in context of the <u>one or more documents</u> ~~document~~ to the received concept.

23. (previously presented) A method for displaying advertisements related to a received concept comprising:

determining one or more concepts close in meaning to the received concept;

identifying one or more advertisements related to the received concept or one or more concepts close in meaning to the received concept; and

transmitting for display the one or more advertisements based on an order, the order corresponding to the relationship between monetary values determined for each of the one or more advertisements identified as related to the received concept or the concepts close in meaning to the received concept.

24. (currently amended) The method of claim 23 wherein the order is <u>additionally</u> based on <u>a</u> predicted relevance of the <u>one or more advertisements</u> ~~document~~ to the received concept.

25. (currently amended) The method of claim 23 wherein the order is <u>additionally</u> based on <u>a</u> descending predicted relevance of the <u>one or more advertisements</u> ~~document~~ to the received concept.

26. (currently amended) The method of claim 23 wherein the monetary values are prices associated with viewings of the one or more advertisements ~~value is a price for viewing of the document~~.

27. (currently amended) The method of claim 23 wherein the order is additionally based on a semantic distance from the one or more advertisements ~~document~~ to the received concept in ~~the~~ semantic space.

28. (currently amended) The method of claim 23 wherein the order is additionally based on ~~the~~ a degree of closeness in meaning of the one or more advertisements ~~document~~ to the received concept.

29. (currently amended) A method of generating a result relative to a search request comprising:

maintaining a target data set comprising a plurality of target data elements associated with one or more concepts;

receiving at least one concept for a search request;

identifying one or more target data elements close in meaning to the at least one concept;

transmitting for display information from the one or more target data elements identified based on an order, the order corresponding to a relationship between monetary values determined for each of the one or more target data elements relative to the at least one concept ~~input~~.

30. (currently amended) The method of claim 29 wherein the order is additionally based on a predicted relevance of the one or more target data elements ~~document~~ to the received concept.

31. (currently amended) The method of claim 29 wherein the order is additionally based on a descending predicted relevance of the one or more target data elements ~~document~~ to the received concept.

32. (currently amended) The method of claim 29 wherein the monetary values are prices associated with viewings of the one or more target data elements value is a price for viewing of the document.

33. (currently amended) The method of claim 29 wherein the order is additionally based on a semantic distance from the one or more target data elements document to the received concept in the semantic space.

34. (currently amended) The method of claim 29 wherein the order is additionally based on the a degree of closeness in meaning of the one or more target data elements document to the received concept.

35. (previously presented) A method for generating a result related to a search request comprising:

    maintaining a target data set of elements;

    assigning a base monetary value to the elements in the target data set;

    receiving a concept from which to generate a result;

    relating the concept to elements in the target data set that are close in meaning to the concept; and

    transmitting for display information from the target data elements identified based on an order, the order corresponding to a relationship between monetary values determined for each of the target data elements relative to the concept.

36. (currently amended) The method of claim 35 wherein the order is additionally based on a predicted relevance of the target data elements document to the received concept.

37. (currently amended) The method of claim 35 wherein the order is additionally based on a descending predicted relevance of the target data elements document to the received concept.

38. (currently amended) The method of claim 35 wherein the monetary values are prices associated with viewings of the target data elements ~~value is a price for viewing of the document~~.

39. (currently amended) The method of claim 35 wherein the order is additionally based on a semantic distance from the target data elements ~~document~~ to the received concept in ~~the~~ semantic space.

40. (currently amended) The method of claim 35 wherein the order is additionally based on ~~the~~ a degree of closeness in meaning of the target data elements ~~document~~ to the received concept.

41. (previously presented) A method for displaying documents responsive to a received concept comprising:

associating one or more documents with one or more concepts;

receiving a concept;

determining one or more concepts close in meaning to the received concept;

identifying one or more documents associated with the one or more concepts close in meaning to the received concept; and

transmitting for display the one or more documents associated with the one or more concepts close in meaning to the received concept.

42. (previously presented) The method of claim 41 wherein one or more of the documents comprises an advertisement.

43. (previously presented) The method of claim 41 wherein the concept is received through a search request input by a user.

44. (previously presented) The method of claim 41 wherein the association of documents with concepts is based in part on a monetary value.

45. (currently amended) A method for displaying ~~advertisements~~ documents responsive to a search input comprising:

associating one or more documents with one or more concepts;

receiving a search input including at least one concept;

determining one or more concepts close in meaning to the concept in the search input;

identifying one or more documents associated with the one or more concepts close in meaning to concept in the search input; and

transmitting for display the one or more documents associated with the one or more concepts close in meaning to the concept in the search input.

46. (previously presented) The method of claim 45 wherein one or more of the documents comprises an advertisement.

47. (previously presented) The method of claim 45 wherein the concept is received through a search request input by a user.

48. (previously presented) The method of claim 45 wherein the association of documents with concepts is based in part on a monetary value.

49. (currently amended) A system ~~that generates method~~ for displaying documents responsive to a received concept comprising:

determination means for determining one or more concepts close in meaning to the received concept;

identification means for identifying one or more documents related to the received concept or one or more concepts close in meaning to the received concept; and

transmission means for transmitting for display the one or more documents based on an order, the order corresponding to the relationship between monetary values determined for each of the one or more documents identified as related to the received concept or the concepts close in meaning to the received concept.

50. (previously presented) A system for displaying advertisements related to a received concept comprising:

determination means for determining one or more concepts close in meaning to the received concept;

identification means for identifying one or more advertisements related to the received concept or one or more concepts close in meaning to the received concept; and

display means for displaying the one or more advertisements based on an order, the order corresponding to the relationship between monetary values determined for each of the one or more advertisements identified as related to the received concept or the concepts close in meaning to the received concept.

51. (currently amended) A system ~~of~~ for generating a result relative to a search request comprising:

storage means for maintaining a target data set comprising a plurality of target data elements associated with one or more concepts;

receiving means for receiving a concept for a search request;

identification means for identifying target data elements close in meaning to the concept;

transmission means for transmitting for display information from the target data elements identified based on an order, the order corresponding to a relationship between monetary values determined for each of the target data elements relative to the received concept ~~input~~.

52. (currently amended) A system for generating a result related to a search request comprising:

storage means for maintaining a target data set of elements;

assignment means for assigning a base monetary value to the elements in the target data set;

receiving means for receiving a concept from which to generate a result;

relating means for relating the concept to elements in the target data set that are close in meaning to the concept; and

transmission means for transmitting displaying information from the target data elements identified based on an order, the order corresponding to a relationship between monetary values determined for each of the target data elements relative to the concept.

53. (previously presented) A system for displaying documents responsive to a received concept comprising:

association means for associating one or more documents with one or more concepts;

receiving means for receiving a concept;

determination means for determining one or more concepts close in meaning to the received concept;

identification means for identifying one or more documents associated with the one or more concepts close in meaning to the received concept; and

transmission means for transmitting for display the one or more documents associated with the one or more concepts close in meaning to the received concept.

54. (currently amended) A system for displaying advertisements documents responsive to a search input comprising:

association means for associating one or more documents with one or more concepts;

receiving means for receiving a search input including at least one concept;

determination means for determining one or more concepts close in meaning to the concept in the search input;

identification means for identifying one or more documents associated with the one or more concepts close in meaning to concept in the search input; and

transmission means for transmitting for display the one or more documents associated with the one or more concepts close in meaning to the concept in the search input.

55. (currently amended) A method of generating a search result in response to a search request comprising:

organizing concepts according to their meaning into a lexicon of predefined known relationships between the concepts, said lexicon defining elements of a semantic space;

receiving the search request and associating said search request with a first set of concepts from said lexicon;

relating the search request to a larger set of search terms, wherein terms in the larger set of search terms are close in meaning to the search request based on semantic relationships defined by the lexicon; and

searching a target data set for elements close in meaning to the larger set of search terms based on the ~~determined~~ semantic relationships ~~distances~~.

56. (previously presented) The method of claim 55 further comprising:

assigning a monetary value to the elements in the target data set, and ordering matched target data elements from the target data set in accordance with closeness in meaning between the search request and the larger set of search terms, wherein the monetary value is based on the closeness in meaning.